

**WHOLESALE POINT OF VIEW IN THEIR BUSINESS IN LUNGLEI**



*A report submitted to Department of Commerce, Higher And Technical Institute,  
Mizoram (HATIM) for the academic year 2022-23*

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**CERTIFICATE**

This is to certify that the dissertation entitled “Wholesaler Point of view in their business in Lunglei” submitted to the Mizoram University for the award of the degree of Bachelor of Commerce, is a record of research work carried out by Johan C. Vanlalsanga, Roll No. 2123BCOM017, IV Semester B.Com. He has fulfilled all the requirements laid down in the regulations of Mizoram University. This dissertation is the result of his investigation into the subject. Neither the dissertation as a whole nor any part of it was ever submitted any other University for any degree.

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## DECLARATION

I, *Johan C. Vanlalsanga*, hereby declare that the subject matter of this dissertation is the record of work done by me, that the contents of this dissertation did not form to anybody else, and that the dissertation has not been submitted by me for any research degree in any other university or institute. This is being submitted to the Mizoram University for the degree of Bachelor of Commerce.

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## ACKNOWLEDGEMENT

I would like to express my special thanks of gratitude to Miss C.Lalrintluangi for being my project's mentor. It would not have been possible to complete this assignment without her direction and encouragement. Her constant guidance and willingness to share her vast knowledge made me understand this project and helped me to complete the assigned tasks on time.

Secondly, I would like to convey my profound gratitude and respect to our principle, Mr. Vuansanga Vanchhawng, for providing timely assistance and appropriate facilities throughout the course of my project.

I would also like to express my deep gratitude to the youths from various locations and academic levels who answered to my questionnaire despite their hectic schedules and for demonstrating their love and support.

Last but not the least, all thanks to God for providing me with energy and patience, without which none of this would have been possible.

Thank you,

*Johan C.Vanlalsanga*

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# CHAPTER I

## 1.1 Conceptual framework

### 1.1.1 Meaning of Wholesaler

A wholesaler is a company or individual that purchases great quantities of products from manufacturers, farmers, other producers, and vendors. Wholesalers store them in warehouses and sell them on to retailers (shops and stores) and businesses. Wholesalers are the merchant middlemen who sell mainly to retailers, other merchants, commercial, industrial, or institutional users. They buy principally for resale or business use. The wholesaler's business model is based on being the intermediary – the go-between. They operate between a product's manufacturer and other businesses that want to sell that product. Wholesalers are no manufacturers. Their business is distributing the products. They purchase goods from manufacturers in bulk at a discount and sale to retailers. Wholesalers also provide cost savings to retailers when retailers buy in bulk from the wholesaler

### 1.1.2 Importance of Wholesaler

1. **Break down Bulk:** Wholesalers make distribution easy by dividing bulk things small parts. This helps marketer or manufacturer to distribute products efficiently and smoothly with value addition at this stage.
2. **Sells in Small Quantity:** Wholesalers buys products in in bulk and sells in small quantity.
3. **Storage:** One more important thing is that wholesalers provide storage facility.
4. **Reduced Contact Cost:** Wholesaler helps to reduce contact cost of producer and customer.
5. **Risk Bearing:** Wholesaler takes responsibilities like sale force, promotion etc. This helps organization to boost product sale without spending additional cost.

6. **Extended Service(s):** Wholesaler manages all services and counsels to consumers (end users). Wholesaler also provides services to the Manufacturers, Retailers and to the society.
7. **Acts as an information mediator:** provides market information to the manufacturer. This includes but not limited to Market Demand, Supply required consumer preferences etc.

### **1.1.2 Three Broad Categories of Wholesaling are discussed below:**

**(i) Manufacturer Wholesaling:** In this case a firm has its own sales offices and wholesale activities are done at these offices. Sales office may be conveniently located in a market place. This type of arrangement is preferred when the manufacturer desires more control on marketing and/or customers who may be few in number and each is a key account.

**(ii) Merchant Wholesaling:** Merchant wholesalers buy, take title and take possession of products for further resale. Merchant wholesalers may perform full range distribution tasks. They provide credit, store and deliver products, after merchandising and promotion assistance, have a personal sales force, offer research and training support and provide all necessary information to customers and provide installation and after-sales services.

**(e) Agents and Brokers:** They perform various wholesale tasks, but do not take title of products, unlike merchant wholesalers. Agents and brokers enable a manufacturer to expand sales volume because of their special expertise and experience in the field. Such agents and brokers may work for many firms and carry noncompetitive and complementary products in exclusive territories. Agents have little say on marketing and pricing.

### **1.1.4 Functions of Wholesaler**

(i) Enable manufacturers and service providers to distribute locally without making customer contacts.

(ii) Provide a trained sales force.

(iii) Provide marketing and research supports for manufacturers, service providers and retail or institutional consumers.

(iv) Purchase large quantities, thus reducing total physical distribution costs.

(v) Provide warehousing and delivery facilities.

(vii) Provide adjustments for defective merchandise.

### **1.1.5 Legal requirement**

A wholesaler must have a license to sell to a retailer, and his goods are typically not offered to customers at the same price as they are to the retailer. This is done so that the retailer, who will mark up the amount paid to the wholesaler, can make a profit. If a customer purchases a product from a wholesaler, he will be charged for a drop shipment, which will be charged to both the buyer and the wholesaler.

Depending on how you run your business, you may be subject to any or all of the following:

- The Sale of Goods Act 1979
- The Unfair Terms in Consumer Contracts Regulations 1999
- The Consumer Protection from Unfair Trading Regulations 2008
- The Consumer Contracts Regulations 2013
- The Consumer Rights Act 2015

As a rule of thumb, if an item is restricted in any way, you probably need a licence to sell it.

Obvious examples of this include:

- Alcohol
- Pesticides
- Controlled medicinal products
- Fireworks and explosives
- Firearms and ammunition

## 1.2 Literature Review

**Jim Quinn and Leigh Sparks (2007)** defines wholesaling as involving firms exclusively or primarily engaged in the resale of goods in their own name to retailers or other wholesalers, to manufacturers and others for further processing, to professional users, including craftsmen, or to other major users. The goods can either be resold in the same condition or after the processing, treatment, packing or repacking usually carried out by the wholesale dealer. (European Commission 1990) Wholesale activities have remained an important activity in many economies, despite the significant transformation of commercial distribution and supply chain power relationships in the last half of the twentieth century. Wholesalers however, in some supply systems, appear to be under considerable threat and are perceived as operating declining businesses. Traditional wholesalers, as measured in standard industrial classifications, in many countries compete with supply chain focused organizations, which operate different business models but undertake many of the functions of wholesaling. There is thus some ambiguity about the status, parameters, measurement and even requirement for wholesale distribution.

**Tai-Sung Hur (2013)** information is a factor that evaluates employees' results at least and can be a highly trusted data for facing an overall market conditions at large for CEO, so it should be managed efficiently. This paper helps CEO to run a business efficiently by establishing the business strategy for dealing flexibly and checking the level of contribution of each of employees through the management process in the rapidly changing market and it tries to construct the system that employees can evaluate their business profits and is able to evaluate the reliability of connections. This system is based on On-line, able to share data in real time, and limits an employees' authority for access capability of information.

**Vikrant Dhawan et al (2014)** The present study examined marketed surplus, disposal pattern of milk and constraints faced by smallholder dairy farmers in Punjab. For the purpose Amritsar district was selected and a sample of 80 dairy farmers consisting of 20 dairy farmers each from landless (LL), marginal (MR), small (SM) and others (OT) categories were selected from two

blocks and four villages of Amritsar district. It was found that milk production, consumption and marketed surplus has direct relationship with farm size. The average production of milk was 27.55, 37.05, 40.95 and 45.2 litres/day for LL, MR, SM and OT dairy farm and per capita availability of milk was 690, 843, 869 and 935 gm/day which was quiet above the national average of 290 gm/day and minimum recommendation of ICMR of 250 gm/day. On an overall basis 11.26, 6.40, 7.40 and 18.12 litres of milk/day was sold by sample households through dairy cooperatives, private milk processors, milk vendors, consumers and halwaiis. Except MR farmers rest all of the selected dairy farmers sold their produce through modern milk marketing channels which includes milk cooperatives and private milk processor in the study area. Thus SM holder dairy farmers have equal access to modern milk marketing channel in the study area.

**Priyesh Kumar Singh et al (2017)** in their paper, through a comprehensive literature review of over 30 published papers, different theoretical models, empirical data and conclusions were analysed relating to SRM to find its role in establishing better supplier relationships. These journal articles were searched by using the keyword "supplier relationship management," in databases of Mendeley Library, ProQuest, EBSCO and Google Scholar. This paper reviews the academic literature on different relationship models, supplier evaluation, and selection strategies to discuss its implications in different situations. It also describes the dominant factors responsible for buyer-supplier relationships such trust and power. Finally, conclusions have been drawn which can be validated by various researchers and can help practitioners in industries.

**Eleonora Bottani et al (2019)** this paper proposes an artificial intelligence-based framework to support decision making in wholesale distribution, with the aim to limit wholesaler out-of-stocks by jointly formulating price policies and forecasting retailer's demand. Design/methodology/approach. The framework is based on the cascade implementation of two artificial neural networks (ANNs) connected in series. The first ANN is used to derive the selling price of the products offered by the wholesaler. This represents one of the inputs of the

second ANN that is used to anticipate the retailer's demand. Both the ANNs make use of several other input parameters and are trained and tested on a real wholesale supply chain.

### **1.3 Rationale of the study**

This is true in the case of the wholesaler, who acts as a liaison between the manufacturer and the retailer. Without a wholesaler, the retailer will face the following annoyances: He will need to keep massive inventories of a wide range of goods, so he will need enough space and money to do so. Position of the Retailer in the Absence of the Wholesaler- We may come to appreciate someone's absolute necessity much more when they are not present and actively assisting us. This is true in the case of the wholesaler, who acts as a liaison between the manufacturer and the retailer.

### **1.4 Statement of the project**

The wholesaler carries various marketing function like warehousing, advertising, sales promotion, etc. on behalf of the manufacturers and also perform various marketing functions like assembling, warehousing, transporting, packing , advertising and financing. This function help the retailers and manufacturers as they can concentrate on the production and selling activities. Thus wholesalers perform various marketing functions in Lunglei town, Mizoram.

### **1.5 Objectives of the project**

1. Understanding nature of wholesaling system in Lunglei town.
2. Examine physical distribution functions of order processing and transportation.
3. Problem face as wholesaler.

## **1.6 Research Methodology**

### **1.6.1 Sample size**

Sample size denoted the number of elements selected for the study. For this research 20 respondents were selected who were willing to participate. The study is conducted to different wholesalers from Lunglei, the 2<sup>nd</sup> largest district in the state of Mizoram.

### **1.6.2 Sources of data collected**

- The primary data was collected using a questionnaire that was organised which was distributed to participants in Lunglei town and also with the help of Google form.
- The secondary data was collected from many different kinds of sources. These materials, which have been very beneficial in understanding the concept and achieving the aims, include journals and published theses, existing research papers, numerous websites on the internet, and a few books.

### **1.6.3 Methods of data collection**

Numbers of questions were prepared to suit the objectives of the study. This was followed by data collection and the responses of every item in the questionnaire were interpreted.

In order to analyze and interpret the data collected, various tools like graph, table, are used. This is under through Microsoft excel, Google form, Microsoft word.

## **1.7 Limitations of the project**

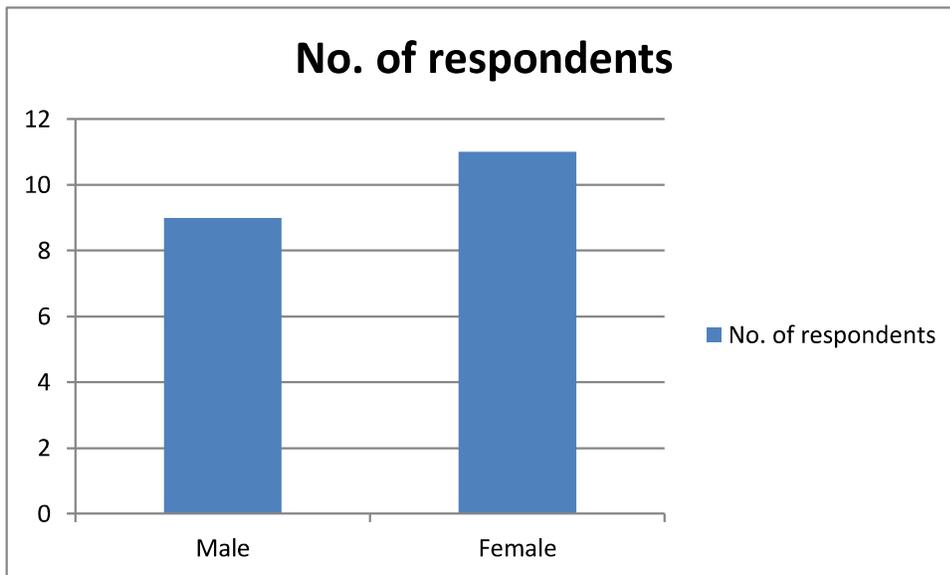
1. The respondents of the study are confined only in Lunglei town.
2. It is possible that some respondents are negligent in giving honest answers to the questions due to their conservative nature.
3. The survey has been conducted only on 20 respondents.
4. The primary data collection and interpretation were found to be time consuming.
5. The results of the research are only relevant to the decided on areas; they cannot be applied to other areas.

**CHAPTER II**  
**DATA ANALYSIS & INTERPRETATION**

Table2.1 Gender

Gender	No. of respondents
Male	9
Female	11
<b>Total</b>	<b>20</b>

Fig 2.1



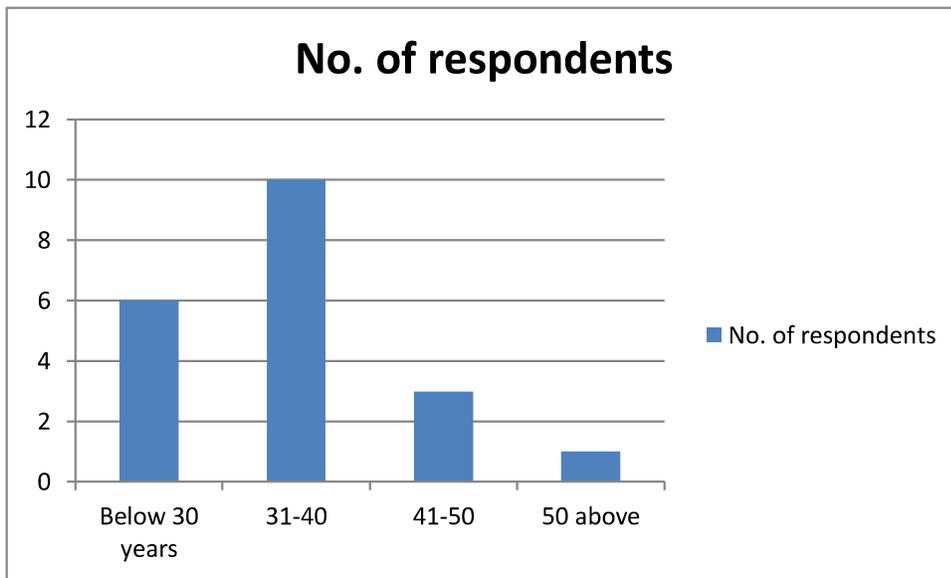
Interpretation :

From the above table and figure it can be seen that there are 11 female and 9 male from the respondents.

Table 2.2 Age

Age	No. of respondents
Below 30 years	6
31-40	10
41-50	3
50 above	1
<b>Total</b>	<b>20</b>

Fig 2.2 Age



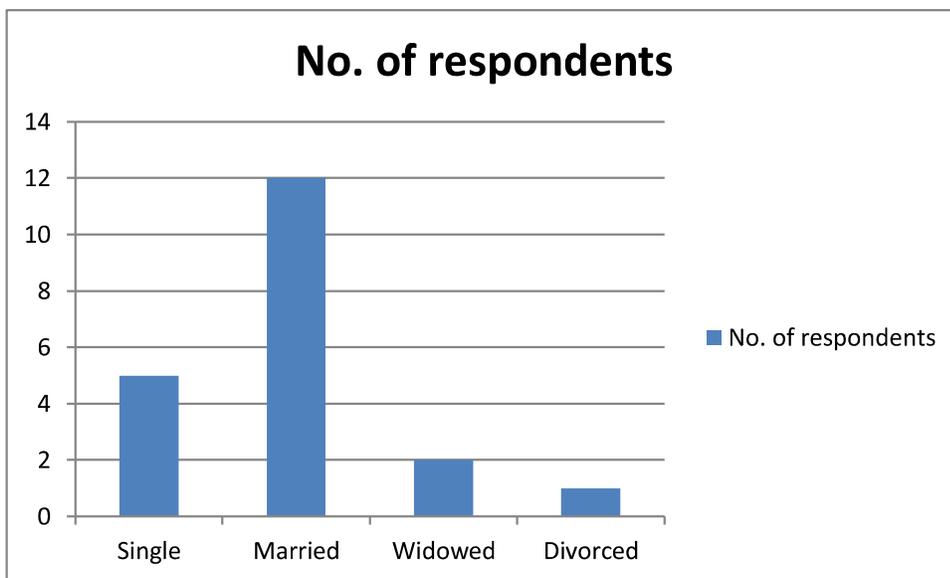
**Interpretation:**

From the above table and figure it can be seen that there are 6 respondents who are below 30 years and the maximum number of the respondents are at the age of 31-40, and there are 3 respondents who are 41-50 and only 1 person is above 50 years of age.

Fig2.3 Marital status

Marital status	No. of respondents
Single	5
Married	12
Widowed	2
Divorced	1
<b>Total</b>	<b>20</b>

Table 2.3 Marital status



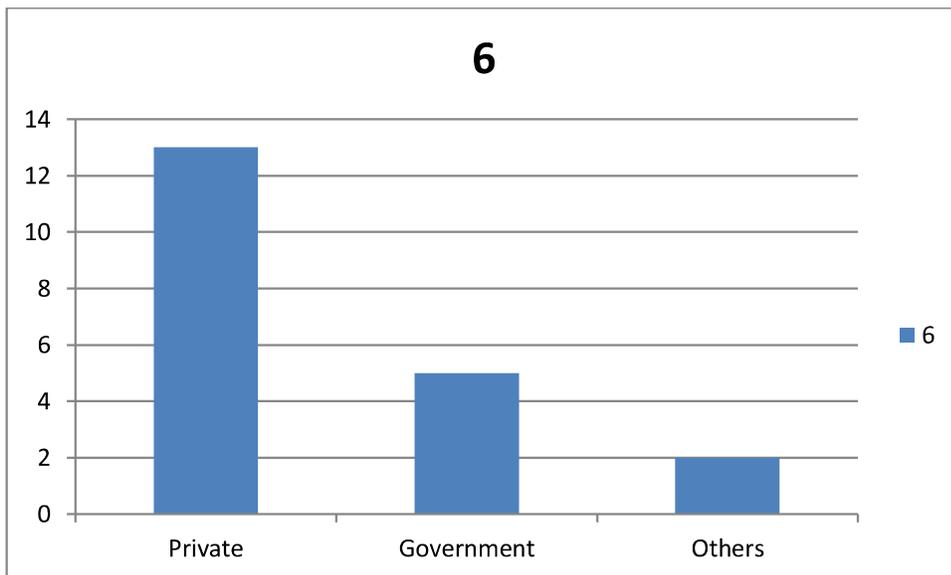
#### Interpretation

From the above figure it can be seen the maximum respondents are married and there are 5 single respondents and 2 widowed and 1 divorced.

Table 2.4 Occupational status

Occupational status	No. of respondents
Private	13
Government	5
Others	2
<b>Total</b>	<b>20</b>

Fig 2.4 Occupational status



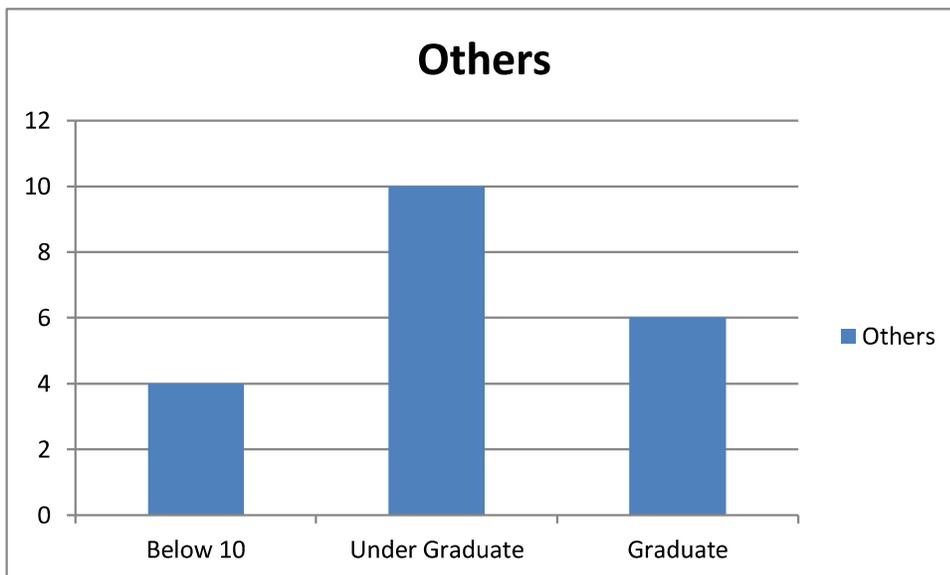
#### Interpretation

From the above figure and table it can be seen that there are 5 respondents who work in government jobs and 13 respondents who work in private and 2 respondents work neither of it.

Table 2.5 Educational Qualification

Educational Qualification	No. of respondents
Below 10	4
Under Graduate	10
Graduate	6
<b>Total</b>	<b>20</b>

Fig 2.5 Educational Qualification



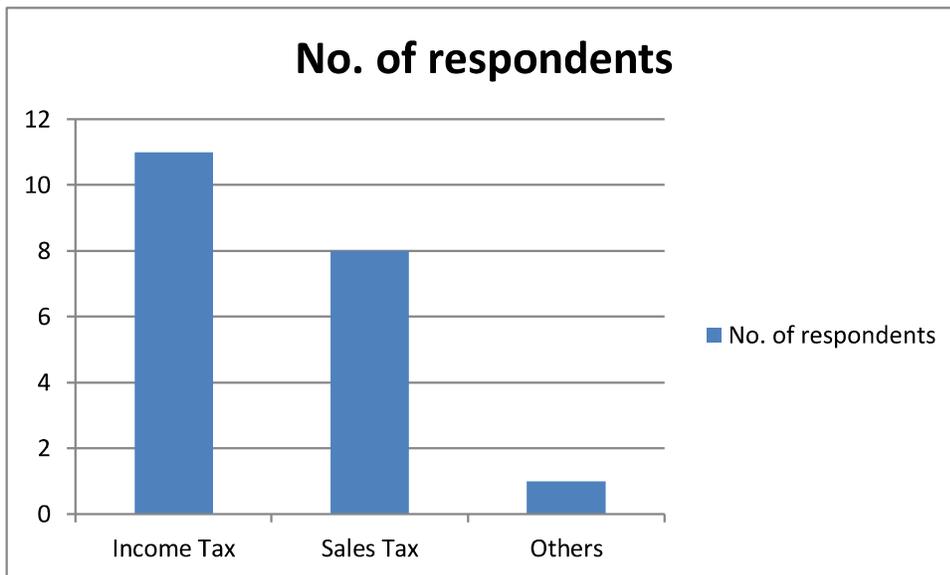
Interpretation

From the above figure and table it can be seen that the maximum respondents are under graduate and followed by graduate respondents and the least are below class 10.

Table 2.6 Taxes and charges

Taxes and Charges	No. of respondents
Income Tax	11
Sales Tax	8
Others	1
<b>Total</b>	<b>20</b>

Fig 2.6 Taxes and charges



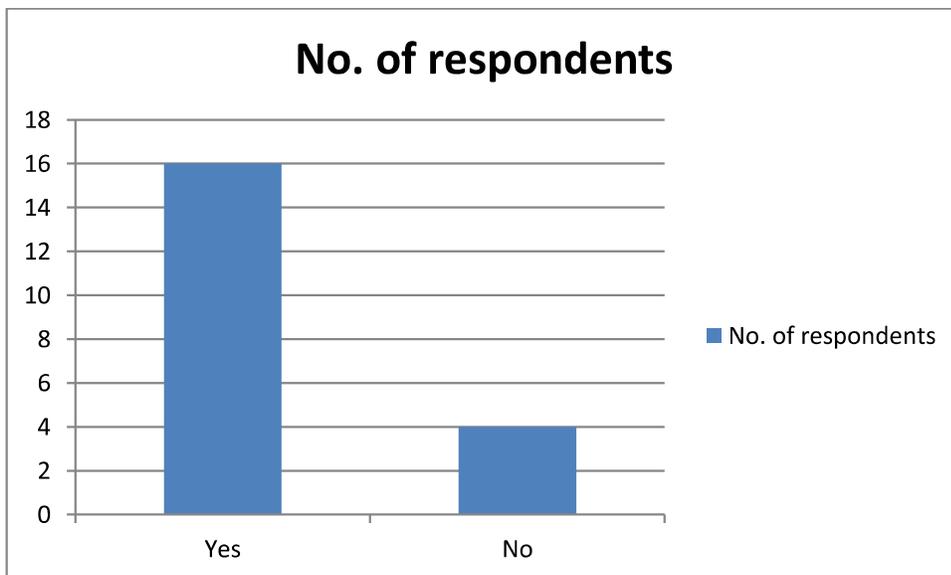
#### Interpretation

From the above figure and table it can be seen that most of the respondents pay income tax and charges and followed by sales tax and only 1 respondents pay other taxes and charges.

Table 2.7 Distributor

Distributor	No. of respondents
Yes	16
No	4
<b>Total</b>	<b>20</b>

Fig 2.7 Distributor



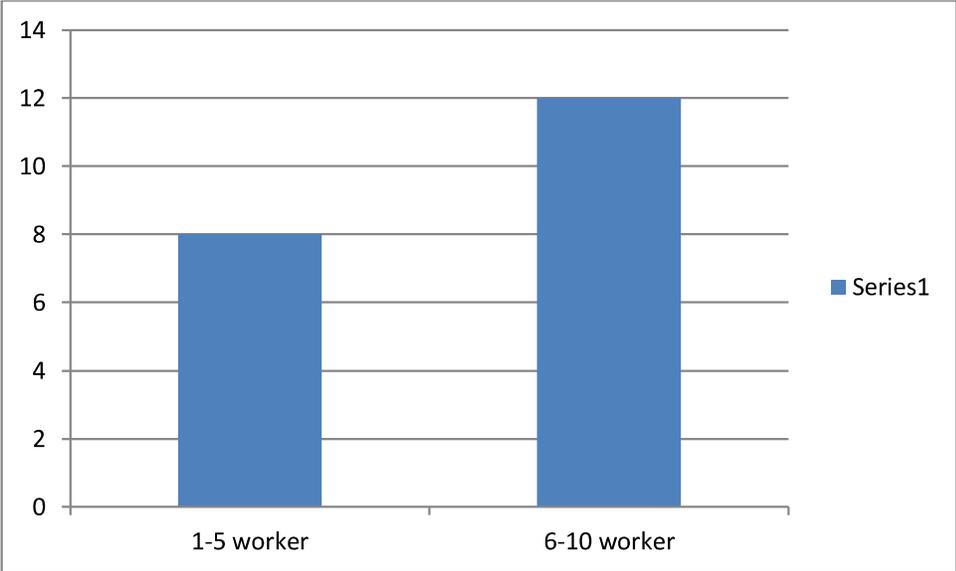
#### Interpretation

From the above figure and table it can be seen that 16 respondents have distributors and only 4 respondents do not have distributors.

Table 2.8 Worker

No. of Worker	No. of respondents
1-5 worker	8
6-10 worker	12
<b>Total</b>	<b>20</b>

Fig 2.8 Worker



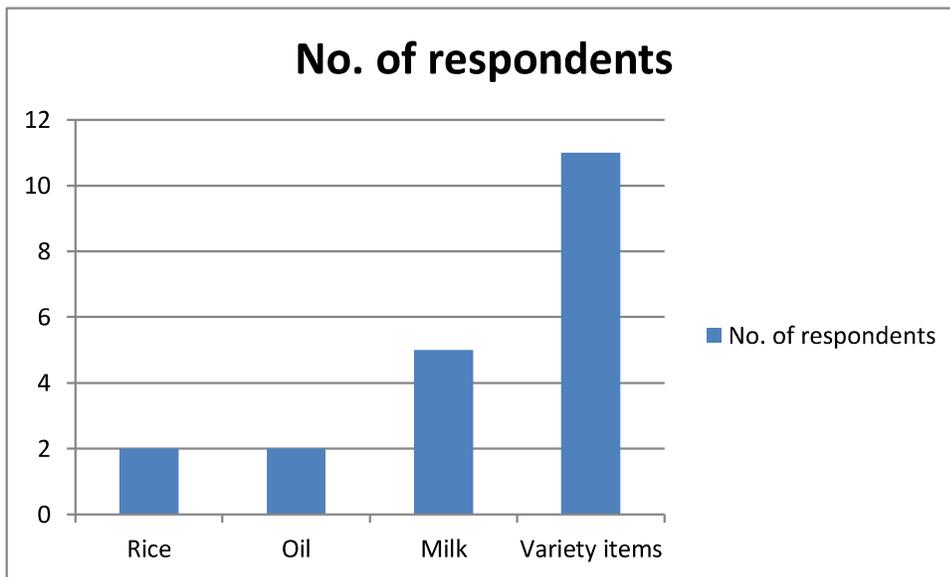
Interpretation

From the above figure and table it can be seen that there are 8 respondents who have between 1-5 workers and there are 12 respondents who have workers between 6-10.

Table 2.9 Most sales items

Most sales items	No. of respondents
Rice	2
Oil	2
Milk	5
Variety items	11
<b>Total</b>	<b>20</b>

Fig 2.9 Most sales items



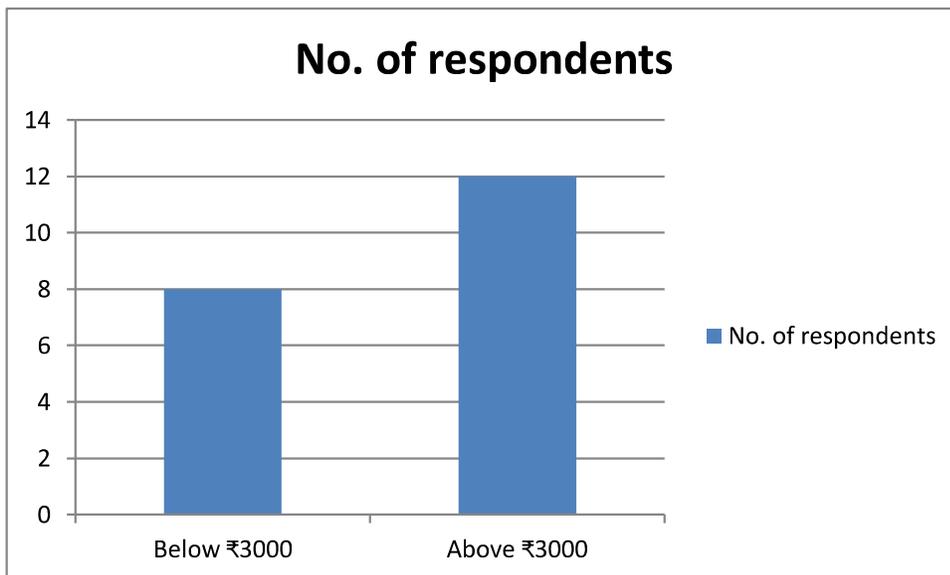
#### Interpretation

From the above figure and table it can be seen that variety items has the most sales which is followed by milk and rice and oil is the most sales for 2 shops.

Table 2.10 Salaries paid to workers

Salaries paid workers	No. of respondents
Below ₹3000	8
Above ₹3000	12
<b>Total</b>	<b>20</b>

Fig 2.10 Salaries paid to workers



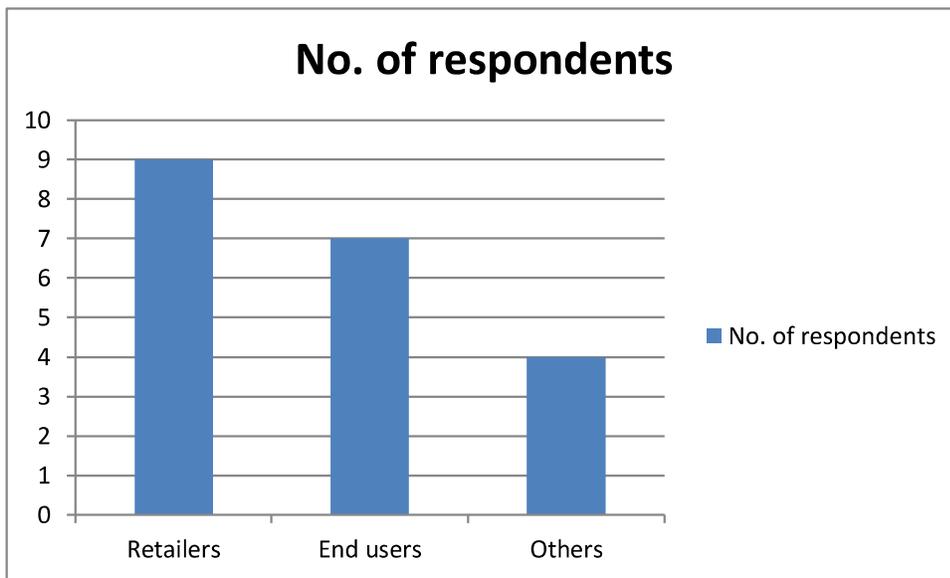
#### Interpretation

From the above figure and table it can be seen that 12 respondents paid above ₹3000 to the workers and 8 respondents paid below ₹3000 to their workers.

Table 2.11 Selling of product

Selling of Product	No. of respondents
Retailers	9
End users	7
Others	4
<b>Total</b>	<b>20</b>

Fig 2.11 Selling of product



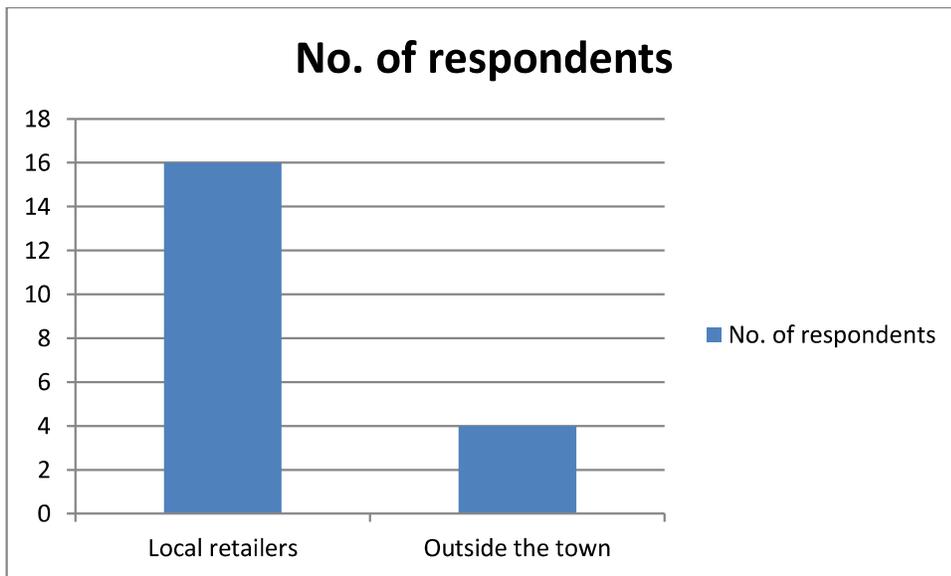
#### Interpretation

From the above table and figure it can be seen that there are 9 respondents who sell their product to the retailers and there are 7 respondents who sell their products to the end users and only 4 respondents who sell their products to others.

Table 2.12 Customer

Customers	No. of respondents
Local retailers	16
Outside the town	4
<b>Total</b>	<b>20</b>

Fig 2.12 Customer



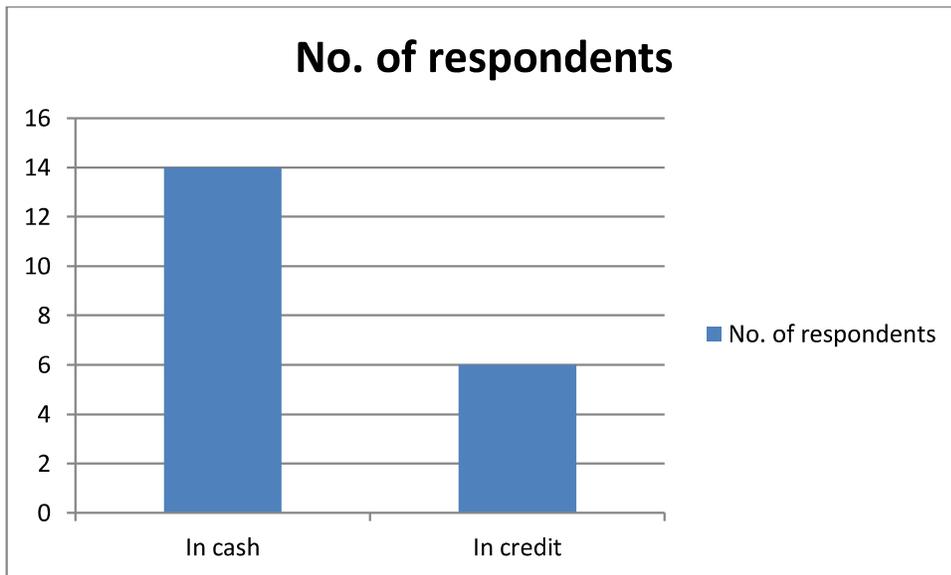
#### Interpretation

From the above figure table and figure it can be seen that there are 16 respondents who have their customers in local retailers and 4 respondents who have their customers outside the town.

Table 2.13 Selling of Product

Selling of Product	No. of respondents
In cash	14
In credit	6
<b>Total</b>	<b>20</b>

Fig 2.13 Selling of Product



#### Interpretation

From the above figure and table it can be seen that there are 14 respondents who sell their products in cash and there are 6 respondents who sell their products in credit.

### CHAPTER III

#### RESULTS AND DISCUSSION

- **Gender:** Male respondents scored 45% and female respondents scored 55% , it means that questionnaire is collected through 9 male and 11 female out of 20 respondents.
- **Age:** 30% of the respondent i.e., 6 respondents were in the age group below 30 years, 50% of the respondent i.e., 10 respondents are between 31 – 40 years, 15% respondent i.e., 3 respondents were in the age group between 41 – 50 years and 5% respondent i.e., 1 respondent is at the age group of above 50.
- **Marital status:** 25% of the respondent i.e., 5 respondents were single, 60% of the respondent i.e., 12 respondents were married, 10% of the respondent i.e., 2 respondents were Widowed and 5% of the respondent i.e., 1 respondent is Divorced.
- **Occupational status:** 65% of the respondent i.e., 13 respondents of store are private and 25% of the respondent i.e., 5 respondents are government stores.
- **Educational Qualification:** 20% of the respondent are below 10<sup>th</sup>, 50% of the respondent are undergraduate and 30% of the respondent are graduate.
- **Distributor:** 80% of the respondent have distributor and 20% of the respondent do not have distributor.
- **Workers:** 40% of the respondent had between 1 – 5 workers and 60% of the respondent had between 6 – 10 workers.
- **Most sales items in the store:** 2 respondents have sales 10% of rice, 2 respondents have sales 10% of oil, 5 respondents have sales 25% of milk and 11 respondents has sale 55% of variety items.

- **Salaries paid to workers:** 40% of the respondent i.e., 8 respondents paid below INR. 3000 and 60% of the respondent i.e., 12 respondents had paid above INR. 3000 to their workers.
- **Selling of product:** 45% of the respondent are retailer, 35% of the respondent i.e., 7 respondents are end user and 20% of the respondent i.e., 4 respondents are out of town.
- **Customer:** 80% of the respondent i.e., 16 respondents are local retailer and 20% of the respondent i.e., 4 respondents are outside the town.
- **Rent Building:** 75% of the respondent i.e., 15 respondents rent a building and 25% of the respondent i.e., 5 respondents had their own building.
- **Rent price:** 65% of the respondent i.e., 13 respondents had paid below INR 10,000 and 35% of the respondent i.e., 7 respondents had paid above INR 10,000.
- **Ways of selling items:** 45% of the respondent i.e., 9 respondents had distribute their products and 55% of the respondent i.e., 11 respondents picked the products by themselves.
- Most of the respondent had face problems with the increasing number of wholesale store in Lunglei town. Some of the respondents face problem due to lack of transportation. They usually spend between 9 to 11 hours in their shop.

## **CHAPTER IV**

### **CONCLUSION AND SUGGESTION**

#### **Conclusion**

The main objective of this research is based on the importance of wholesale markets. A wholesaler must have a license to sell to a retailer: Wholesale trade is beneficial for the economy of a country it is necessary because wholesalers sell items at a much cheaper rate, as we can see from the respondent from Lunglei town most of the shopkeeper were female aged around 31-40 and launching a wholesale business can be an excellent opportunity to get involved with e-commerce. However, if you have little experience in wholesaling or online sales, you might struggle to decide what type of products and services will be most profitable.

#### **Suggestion**

1. Wholesale children's toys.
2. Furniture and home goods.
3. Wholesale apparel can be a great option for anyone interested in fashion.
4. A wholesale sporting goods store could sell everything from baseball mitts to volleyball nets.
5. Selling items such as party hats, balloons, streamers, and maybe even the occasional clown costume.
6. Jewelry is another popular suggestion because, similar to furniture, buyers may seek out reduced prices for this type of luxury item. A wholesale jewelry business may deal with anything from engagement rings to diamond-studded watches.
7. Organic food may be an excellent wholesale business option, especially if you have experience in the food industry. However, as with children's toys, you'll likely need to deal with more regulation.

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Retrieved

at

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## QUESTIONNAIRE

Are you:

a) Male ( )

b) Female ( )

1. Name of the shop:

[                    ]

2. Address:

[                    ]

3. Contact No:

[                    ]

4. Age

(a) Below 30 years ( )

(b) 31-40 years ( )

(c) 41 to 50 years ( )

(d) Above 50 ( )

5. Marital Status:

(a) Married ( )

(b) Single ( )

(c) Widowed ( )

(d) Divorced ( )

6. Occupational Status:

(a) Private ( )

(b) Government ( )

(c) Other ( )

7. Educational Qualification:

(a) Below 10<sup>th</sup> ( )

(b) Under - Graduate ( )

(c) Graduate ( )

8. In which year did you start this business:

[                    ]

9. Which of the following taxes & charges do you pay:

(a) Income tax ( )

(b) Sales tax ( )

(c) Others ( )

10. Are you having distributor:

(a) Yes ( )

(b) No ( )

11. How many people worked in your store:

(a) 1-5 ( )

(b) 6 - 10 ( )

12. Most sales item in this shop:

(a) Rice ( )

(b) Oil ( )

(c) Milk ( )

(d) Variety items ( )

13. How much do you pay to your worker per month:

- (a) Below Rs.3,000 ( )
- (b) Above Rs. 3,000 ( )

14. Whom do you sell your product to? Answer in %:

- (a) Retailer ( )
- (b) End user ( ),
- (c) Others ,if any ( )

15. Where are your customer from? Answer in %:

- (a) Local retailer ( )
- (b) Outside the town ( )

16. How do you sell your products? Answer in %:

- (a) In cash ( )
- (b) In credit ( )

17. Do you rent the building of your shop?

- (a) Yes ( )
- (b) No ( )

If yes, how much do you pay per month?

- (i) Below Rs. 10,000 ( ) , (ii) Above Rs. 10,000 ( )

18. What problem do you face as a wholesaler in your business:

- (a) Low rate of return on investment ( )
- (b) Heavy Taxation ( )
- (c) Lack of transportation ( )
- (d) Increasing number of wholesale store ( )

(e) Others

Please specify: \_\_\_\_\_

19. How many hours do you spend in your shop? :

(a) 9 hours ( )

(b) 10 hours ( )

(c) 11 hours ( )

20. What are the ways of selling your items? Answer in %:

(a) Distribute ( )

(b) Pickup by themselves ( )